

NHTSA 2024 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

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January 1

Happy New Year!

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February 11

Super Bowl LVIII

IMPAIRED DRIVING

Primary Message:

Fans Don't Let Fans Drive Drunk

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March 4 – 10

VEHICLE SAFETY RECALLS WEEK

March 17

St. Patrick's Day

IMPAIRED DRIVING

Primary Message:

Buzzed Driving Is Drunk Driving

buzzed driving is drunk driving

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National Distracted Driving Awareness Month

April 1 – 8

DISTRACTED DRIVING

Primary Message:

U Drive. U Text. U Pay.

Pay Attention or Pay the Price

Paid Media

April 20

DRUG-IMPAIRED DRIVING CAMPAIGN

Primary Message:

If You Feel Different, You Drive Different

U DRIVE. U TEXT. U PAY

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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National Youth Traffic Safety Month

National Bicycle Safety Month

Motorcycle Safety Awareness Month

May 1

National Heatstroke Prevention Day

HEATSTROKE AWARENESS

Paid Media

May 13 – June 2

Click It or Ticket

OCCUPANT PROTECTION

Primary Message:

Click It or Ticket

Paid Media

CLICK IT OR TICKET

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Vehicle Theft Prevention Month

July 4

Fourth of July

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving

Drive Sober or Get Pulled Over

Ride Sober or Get Pulled Over

If You Feel Different, You Drive Different

If You Feel Different, You Drive Different.

Drive High, Get a DUI

July 8 – 31

SPEED CAMPAIGN

buzzed driving is drunk driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

SPEEDING CATCHES UP WITH YOU

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August 14 – September 2

AUGUST/LABOR DAY IMPAIRED DRIVING

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Drive Sober or Get Pulled Over

Ride Sober or Get Pulled Over

If You Feel Different, You Drive Different.

Drive High, Get a DUI

Paid Media

DRIVE SOBER OR GET PULLED OVER

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI

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September 15 – 21

CHILD PASSENGER SAFETY WEEK

OCCUPANT PROTECTION

September 21

NATIONAL SEAT CHECK SATURDAY

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

OCTOBER

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Pedestrian Safety Month

October 20 – 26

TEEN DRIVER SAFETY WEEK

TEEN DRIVING ISSUES

October 21 – 25

NATIONAL SCHOOL BUS SAFETY WEEK

October 31

Halloween

IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

RULES OF THE ROAD

buzzed driving is drunk driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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November 23 – 27

DRINKSGIVING/BLACKOUT WEDNESDAY

Primary Message:

Buzzed Driving Is Drunk Driving

November 23 – 30

Thanksgiving

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

November 23 – December 1

OCCUPANT PROTECTION

Primary Message:

Buckle Up. Every Trip. Every Time.

buzzed driving is drunk driving

BUCKLE UP

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Jan 1 2025

December 1 – December 10

Pre-Holidays (Winter)

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different

December 2 – 6

OLDER DRIVER SAFETY WEEK

December 11 – January 1, 2025

Winter Holiday Season

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

Drive Sober or Get Pulled Over

If You Feel Different, You Drive Different

Drive High, Get a DUI

Paid Media

December 26 – January 1, 2025

TV Bureau of Advertising Roadblock

Primary Message:

Buzzed Driving Is Drunk Driving

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

DRIVE SOBER OR GET PULLED OVER

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI

buzzed driving is drunk driving